



Board Marketing Report

OCTOBER 2022

General Comments: Marketing & Advertising

In the final period before Open Enrollment 2023 begins, the Exchange, The Abbi Agency (TAA), the Exchange's marketing and outreach vendor, and Marketing for Change (M4C), a subcontractor to The Abbi Agency and research team for the Exchange, have had the opportunity to continue understanding the Nevada Health Link (NVHL) audience and refining the messaging strategy. Several research and creative initiatives during this time have been focused on identifying the best creative approach for our target audiences, then honing our creative strategy for OEP 2023 accordingly.





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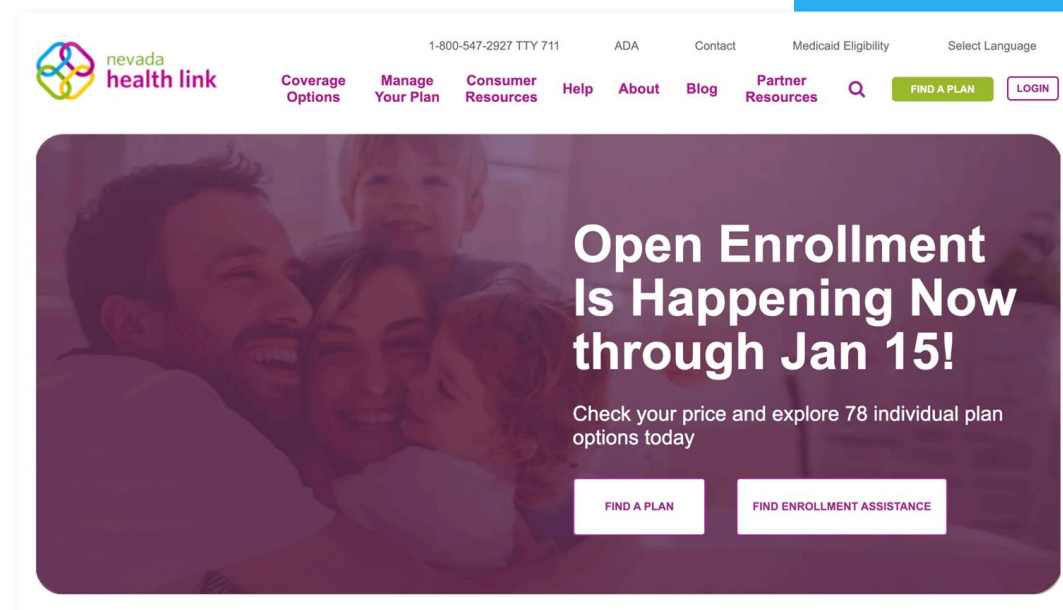
GENERAL RESEARCH & INSIGHTS

General Research & Insights

Research Project #1: Initial UX/UI Testing

Marketing for Change conducted individual evaluations with current and future users of NevadaHealthLink.com in to uncover recommendations for website user experience improvements.

- **Audience(s): Current and future users of NevadaHealthLink.com**
- **Goal: Uncover recommendations for user experience improvements and prioritize those improvements by expected boost to enrollment and complexity.**
- **Key Findings:**
 - The existing layout and terminology made it difficult for users to find their way forward.
 - Design issues lead users to provide incorrect inputs and fail to see their potential savings and accurate estimates.
 - Lack of domain knowledge, made plan selection difficult.
 - Users are not properly using some key features of the shopping tool, such as sorting plans.



Who is in your household and do they need coverage?

Members	Birthdate	Tobacco Use	Native American	Seeking Coverage
Applicant	07/09/1983	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Child 1	05/01/2016	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Spouse	05/06/1980	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[+ Dependent](#)

Check to see if your household income qualifies you for lower costs.

Annual Tax Household Income: \$ 70,000 [Check for Savings](#)

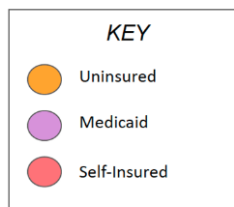
Enter the approximate annual income for your tax household. This will be used to determine eligibility for potential cost-saving programs. If you are not interested in these programs and want to view plans at full price, click [BROWSE PLANS](#).

[Skip and Sign up](#) [Browse Plans](#)

General Research & Insights

Research Project #2: 2023 Open Enrollment Creative Testing Survey

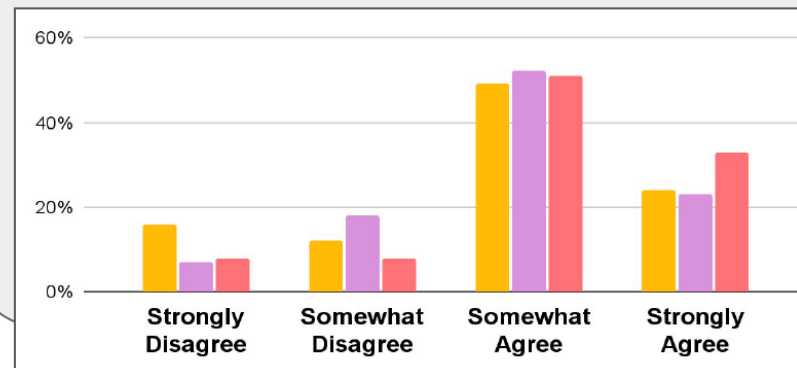
- Audience(s): Potential Nevada Health Link customers
- Goal: Evaluate effectiveness of Open Enrollment Creative by measuring the emotions, relevance, impact on intent, recognition of price offer, and potential issues around creative.
- Key Findings:
 - The “Our Plans, Your Plans” campaign was found to be the most relevant to the uninsured (with intent), while the “Being There” campaign had highest relevance among those intending to shop.
 - The “Navigators” concept received consistently lower ratings than the other two concepts for relevance, perceived impact and communicating premium pricing.
 - Our Plans are Your Plans communicated the appeal of low prices better to the uninsured than other concepts, and was also viewed as the most likely to trigger an interest in shopping on the website.



“Our Plans, Your Plans” Findings

PERCEIVED IMPACT

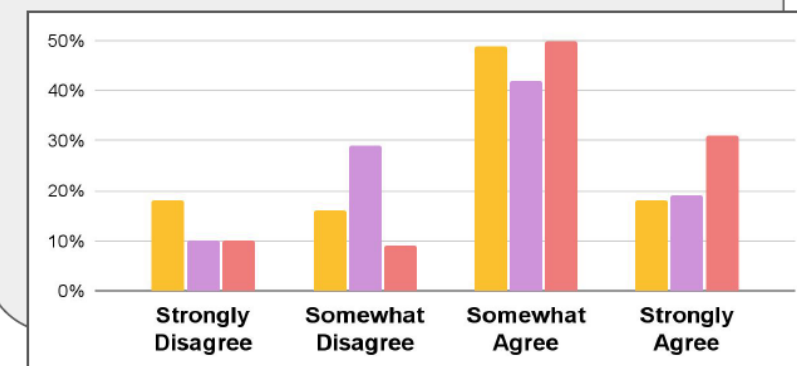
3.6 (2.6 - 4.7)



Q: This video makes me interested in checking out the Nevada Health Link website.

RELEVANCE

2.3 (1.5 - 4.2)

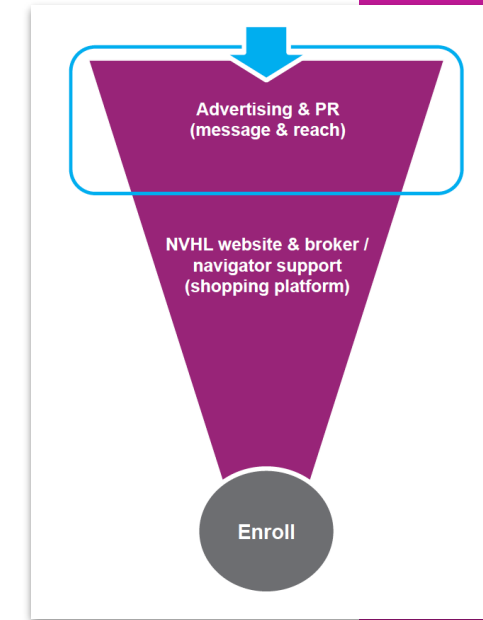


Q: This video is very relevant to my life right now.

General Research & Insights

Research Project #3: 2022 Stakeholder Feedback

- **Audience(s): Nevada Health Link Brokers and Navigators**
- **Goal: Gain insights from brokers and navigators regarding common customer experiences, perceptions around outreach materials and communication channels, and feedback on creative themes.**
- **Key Findings:**
 - Typical starting points which lead consumers to brokers/navigators include the Nevada Health Link website, advertising, community outreach events, word of mouth, web searches, and prospects coming to a physical location.
 - Social media, advertising, news outreach, and community events were considered the most valuable outreach channels.
 - Brokers and Navigators were largely supportive of the “Being There for Others” and “Our Plans, Your Plans” campaigns.
 - Concrete suggestions included a simpler premium calculator, searchable database of doctors and drugs, and adding a compare-plans option.





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PUBLIC HEALTH EMERGENCY

The Unwinding of the Public Health Emergency: Marketing & Outreach

The Abbi Agency worked together with Nevada Health Link and the Nevada State Medicaid office to put together a marketing and outreach plan that targets first the general public and then will focus on those Nevadans potentially losing their Medicaid benefits. The goal is to support their partners at the Medicaid office by amplifying the message to update all personal information so that their consumers are reachable and don't experience a lapse in coverage. The next phase of this program is to provide those that are losing their coverage with easy enrollment information through Nevada Health Link to prevent a gap in coverage.

Target Market Research: Nevadans on Medicaid

- 75% have been on Medicaid for at least 2 years
- Only 21% are unsatisfied with their Medicaid coverage
- More than 1 in 3 Medicaid recipients fear losing their coverage
 - 20% would shop for alternate insurance as soon as possible
 - 15% would be limited by financial stability and the cost of plans



The Unwinding of the Public Health Emergency: Marketing & Outreach

Phase I - Education

- **Timing:** March 15, 2022 - Until the Public Health Emergency has officially ended
- **Target Audience:** Current Medicaid Enrollees
- **Goals:**
 - Awareness of ending the Public Health Emergency and the potential loss of Medicaid coverage for an estimated 100,000 Nevadans.
 - Push all current Medicaid enrollees to update contact information with Medicaid (address, phone number and email address)
- **Tactics:**
 - Update NVHL Medicaid specific webpages
 - Blog Post(s)
 - Social Media Posts
 - Public Relations
 - Consumer Facing Flyer/Poster
 - Navigators/Brokers (NVHL)
 - Carriers (NVHL)
 - Paid Media Plan

MEDICAID CHANGES

& Your Insurance Options

The Public Health Emergency declared during the COVID-19 pandemic is ending and Medicaid eligibility is changing as a result. If you or anyone you know is losing Medicaid coverage because of this change, Nevada Health Link may be able to help. Nevada Medicaid and Nevada Health Link are working together to make sure those losing Medicaid have access to the best insurance options available.



3 THINGS TO REMEMBER

TO STAY UP TO DATE ON MEDICAID CHANGES

- 1 Make sure all your contact information is up to date**
on the Nevada Medicaid database
- 2 Losing Medicaid eligibility**
may qualify you for special enrollment through Nevada Health Link
- 3 You have 60 days**
from loss of Medicaid coverage to find coverage that's right for you through Nevada Health Link

4 THINGS TO KNOW

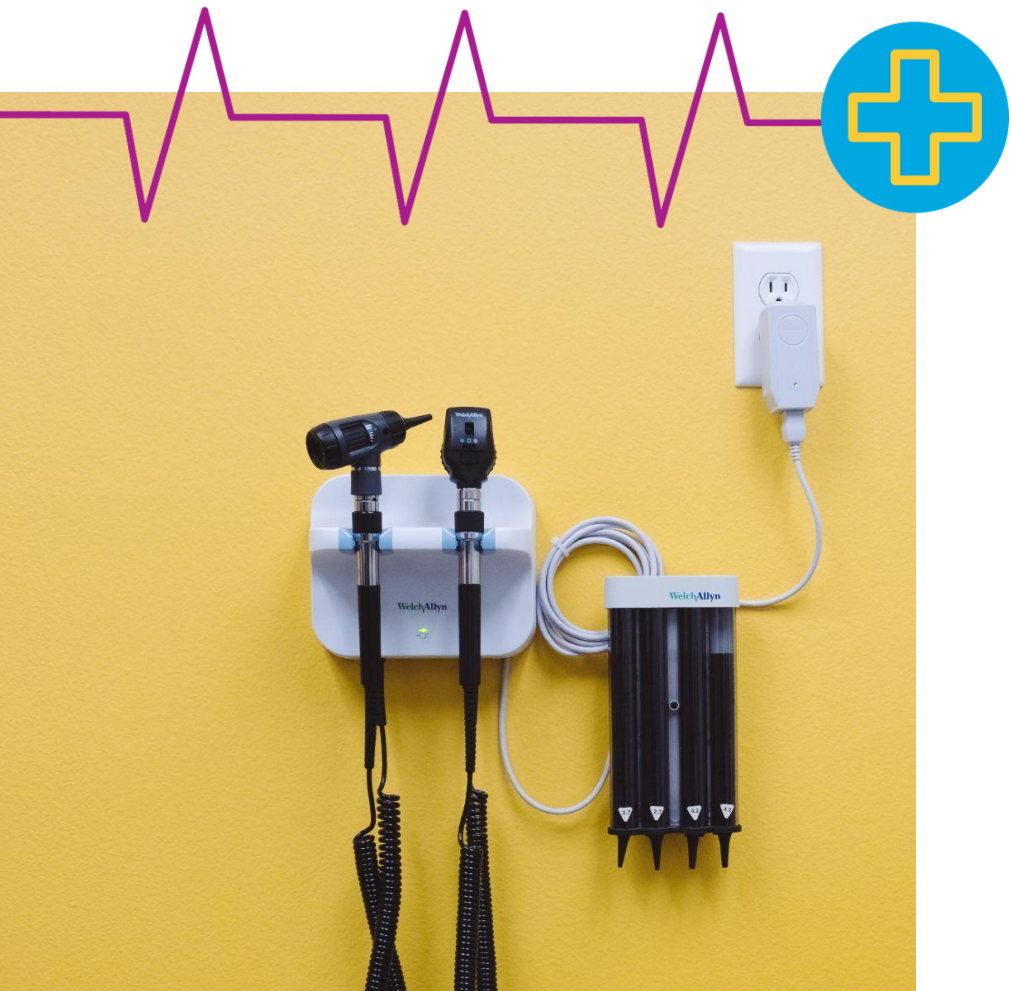
IF YOU ARE CONSIDERING COVERAGE THROUGH NEVADA HEALTH LINK

- 1 Nevada Health Link is the state-based health exchange**
for the state of Nevada and all health plans offered on the platform are qualified plans
- 2 Nevada Health Link offers a wide range of private insurance plans**
to choose from
- 3 Nevadans can shop and compare plans**
on a single, easy-to-use platform
- 4 Deep discounts on coverage**
means that you can find the best insurance prices in the state



EXPLORE NEVADA HEALTH LINK COVERAGE
Scan to Learn More





The Unwinding of the Public Health Emergency:

Marketing & Outreach

Phase II - Enrollment & Action

- **Timing:** End of Public Health Emergency to 60 days after last notification
- **Goal:**
 - Awareness of the low cost and high quality of Nevada Health Link Plans
 - Awareness of the qualification for subsidies and APTC
 - Drive those that have recently loss coverage with Medicaid to enroll with NVHL
- **Target Audience:** Newly Medicaid Ineligible Nevadans
- **Tactics:**
 - Medicaid Ineligible Email Newsletter Campaign
 - Direct mailer utilizing the Medicaid Office's mailing lists (stuffer)
 - Blog Post(s)
 - Social Media Posts
 - Public Relations
 - More Robust & Targeted Paid Media Plan



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OFF-SEASON STRATEGY

Off-Season Strategy

The Abbi Agency and Nevada Health Link have continued to carry out a robust off-season content strategy that provided relevancy for NVHL, supported NVHL in being a thought-leader in healthcare, and supported all partner agencies. Backed by keyword and search intent research, this off-season content strategy has been a key component in boosting Nevada Health Link's organic search ranking and overall domain authority, while answering health consumers questions quickly and efficiently.

- Health Themed Days/Months
- Highlighted Partners
- Key Events
- Keyword Research
- Health Information/Authority
- Special Enrollment Period

Example: September

- **Ongoing Special Enrollment Period Content**
- Childhood Cancer Awareness, Childhood Obesity Awareness month
- Great Reno Balloon Race (September 9-11)
- Mexican Independence Day (September 16)
- Alcohol Recovery Month - Addiction Resources
 - How to Help Someone with Addiction Issues /
 - How to Spot Early Signs of Addiction
- Five Ways to Combat Childhood Obesity
- Five Ways to Protect Yourself During Cold and Flu Season
- Vegas PBS Be My Neighbor Day (September)
- Fiesta on Wells (September - Northern Nevada)
- HIP Hispanic Heritage Month Festival (September - Southern Nevada)





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OPEN ENROLLMENT PERIOD

Window Shopping

Once-a-Year is Almost Here

Key Messages

- Success by the numbers of the previous open enrollment plan year
- In-depth research that NVHL conducted to understand and reach all Nevadans in need
- Nevada Health Link is the foremost authority on healthcare in the state of Nevada
- Nevada Health Link is here to help, educate and care for Nevadans
- Nevada Health Link is the only place where you can get financial assistance to help pay for private health insurance



**Once-a-Year is
Almost Here**



Health Insurance Opens **November 1**

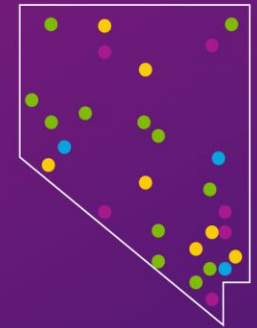


Shop Plans

Find Assistance

**Lock in savings for
qualified health plans**

Last year more than
100,000 Nevadans signed up



Once-a-Year is Almost Here

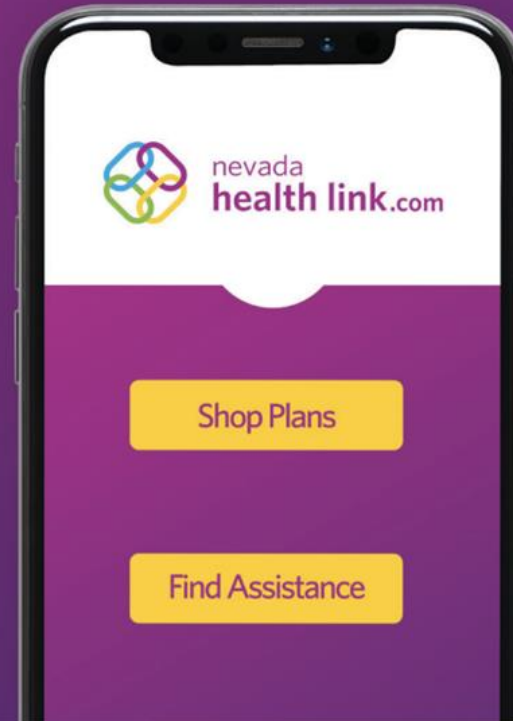


Health Insurance Enrollment Opens Nov. 1

It's coming, Open Enrollment begins on November 1 — now is your chance to shop for qualified health plans with low monthly premiums on nevadahealthlink.com. We know time flies, so start shopping now with free assistance from a navigator or broker.


**Congratulations Nevada on
being the fastest growing state
exchange in America.**

Shop Plans:



Anthem 


HPN

 ambetter  silversummit
healthplan

 friday
health plans

 Hometown
Health

 aetna **CVS** Health.

 selecthealth.

Window Shopping

Public Relations & Community Outreach

Strategy & Results

So far, we have attended 169 Community events.

Sampling of events include:

- Food Bank of Northern Nevada – 3 year sponsorship
- Las Vegas Baby Expo Sponsor (10/8)
- NAACP Las Vegas Invitational Black Rodeo Show (10/15)
- Springs Preserve Haunted Harvest (10/22-23)
- City of Henderson Trunk or Treat Event (10/27)
- ACRC Annual Asian Fall Festival (10/29)
- Opportunity Village Magical Forest Signage & Tree (11/25-27, 12/1-4, 12/8-11, 12/15-31)



Open Enrollment Campaign

Key Messages

- **Motivation** - We must drive Nevadans to understand the reason to invest in themselves and their families by leaning in on self-standards and norms. For the Latino community, Nevada Health Link will lean more on the need to invest in their families and others as research shows there is little fear in loss of coverage for the individual.
- **Nevada Health Link is Here to Help** - We need to communicate that the perceived investment is smaller. We do this by messaging the lower premium prices.
- **Frame as Valuable** - We will use the strong logo presence of all seven carriers to drive brand equity of Nevada Health Link and showcase to Nevadans the notable carriers they have to choose their coverage and plans from.
- **Authentic** - Nevada Health Link understands their target audiences and not only crafts creative content and messaging that speaks genuinely to them and their situations, but has a variety of plans that meet their needs.
- **Flexible and Fit for You** - The robust gig worker and self-employed audience is a key demographic target for Nevada Health Link, as their need for affordable and reliable health insurance aligns with Nevada Health Link's mission. The "pick your plan" flexibility of the exchange, and the ability to tailor insurance selections to the individual needs of this audience is a key messaging point to reach this group.

Open Enrollment Campaign 2023 Creative Concept





Enrollment Campaign

Video & Photo Campaign



- **Own Boss:** barbershop, food truck, realtor, housekeeper, landscaper

“You’re your own boss. You built this from nothing. Winning your own work. There’s no clocking in or clocking out — there’s only getting ahead. And you can spot opportunity. Today, you can find health coverage tailored to your needs. Because at Nevada Health Link, our plans are made for your plans. Nevada Health Link is the only place you can get federal financial help on private health insurance. Nevada Health Link: Where health insurance competes for you.”

- **Driver:** food delivery, rideshare

“Some call it a side hustle, but there’s nothing halfway about working 12-hour days. 22 stops. All on time. People count on you to deliver. Now, you can count on Nevada Health Link to have your back. Today it’s delivering meals and picking up passengers. Tomorrow, who knows? At Nevada Health Link, our plans are made for your plans. Last year, nine out of 10 enrollees got financial help on their premium. Nevada Health Link: Where health insurance competes for you.”

- **Part-time Worker:** server, barista

“You’re really good at what you do. You’ve mastered the art of making people feel welcome. And you do it on a nightly basis. Just because you’re part-time doesn’t mean you don’t deserve full health coverage. That’s where we come in. At Nevada Health Link, our plans are made for your plans. Nevada Health Link is the only place you can get federal financial help on private health insurance. Nevada Health Link: Where health insurance competes for you.”

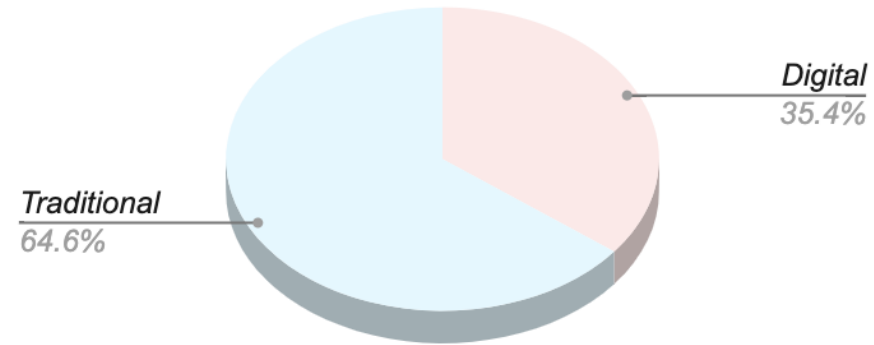
Enrollment Campaign

Paid Media Strategy

Tactics

- Connected TV/OTT
- Out-of-Home
- Google
- Radio & Streaming
- Broadcast TV
- Paid Social
- Print
 - Emphasis on rural publications such as the Ely Times, Fallon Post, Lahontan Valley News, Lincoln County Record, Mineral County Independent News, etc.
- Direct Message SMS campaign
- Specialized Spanish Broadcast TV and radio campaign

Media Mix



Enrollment Campaign

Public Relations & Community Engagement Strategy

Public Relations Tactics

- November 1 Press Conference at Southern Nevada Health District
- Spokesperson Training
- Video B-roll Package for reports (link [here](#))
- Partner with local organizations, elected officials and brokers/navigators to help amplify the message to a wider audience about OEP
- Educate the consumer about the value of health insurance, the number of Nevadans already utilizing NVHL, and the key options for private subsidized health insurance plans.

Community Relations Tactics

- Strong presence in Window Shopping
- Targeted Rural Outreach based upon Food Bank of Northern Nevada partnership
- Updated and improved collateral items

Enrollment Campaign

Multicultural Communications Strategy

Tactics

- **Formal partnerships with local chambers of commerce with specific asks and deliverables during Open Enrollment including:**
 - Latin Chamber of Commerce
 - Urban Chamber of Commerce
 - Asian Chamber of Commerce
- **PSA educational and action driven recordings of:**
 - Local consulates offices
 - Office of CW Diaz
 - Office of CW Barron
 - Office of Commissioner McCurdy
- **Stakeholder Engagement with local non profit groups including:**
 - Dress for Success of Southern NV
 - After School All Stars
 - Communities in Schools
 - Fulfillment Fund
 - PUENTES
 - Nevada Partners



Enrollment Campaign

Content Strategy: Blog

Blog

- Focus on moving people through three stages
 - Acquisition (Research)
 - Service (Purchase/Enrollment)
 - Loyalty (Advocacy)

Newsletter

- Set up drip methodology and cadence based on audience groups of insured, app started, etc.

Website & Landing Page

- Continue to make UX updates. Primary focus: Navigation Bar
- Adding a Spanish-speaking Broker & Navigator search function
- Adding an interactive quiz



Enrollment Campaign

Content Strategy: Social Media

- Resharing FAQs and educational resources
- Broker and Navigator information
- Preventative Health Tips
- What's Included in Every Health Insurance Plan
 - The 10 Essential Benefits
- Collaborative Partner Posts
 - Communicate with partners to leverage followers on a social post to positively influence its followers
- Support Facebook live video elements
 - Share post-event graphics on what was learned/discussed
 - **First Facebook Live will be Oct. 17 in Las Vegas with The Center**
- Promote partner toolkits
- Support press coverage
- Amplification of the quiz feature on the landing pages





THANK YOU

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